REPORTER SAGE

BACK TO SCHOOL 1963

SHOPPING HOURS
Monday - Friday
Noon to 9:00 P.M.
Saturday
9:30 A.M. to 7:00 P.M.
CLOSED ALL DAY SUNDAY

SERVICE STATION HOURS
7 A.M. to 10 P.M.
EVERYDAY

NACO
NATIONAL ASSOCIATION OF CONSUMER ORGANIZATIONS

NOT AFFILIATED WITH ANY GOVERNMENTAL AGENCY

SAGE COLOR CONTEST WINNERS ANNOUNCED
See Page 16

3140 Irving Boulevard — Dallas, Texas — ME 1-4310

In school or out...You'll be in Fall's *Fashion Spotlight*

USE YOUR SAGE CREDIT

A PETITE CULOTTE — Versatile fashion that leads a double life. Button the front and presto — you have transformed this culotte into a charming skirt. Wash 'n wear Brigadoon — 65% Dacron, 35% Cotton. In Black, Cranberry, Loden Green and Blue.
SAGE PRICE **3.69**

EXTRA! Top either A or E with the Name-a-Gram shirt made of fine combed Oxford wash 'n wear for easy care. Wear as in or outer — double yoke action back and barrel-cuffed long sleeves. TO PERSONALIZE — you RETAIN Name-a-Gram shirt. Order your personalized pocket-tab by mail. Embroidered tab is sent to you by return mail. Affixes to pocket with two concealed buttons. White only, sizes 30-40.
SAGE PRICE **2.69**

B NEHRU TUNIC — with jewel neck, slot seams and tapering long sleeves. Perfect over stretch capris. Sizes 30 to 38 in White, Black, Cranberry, Blue, Green and Gold.
SAGE PRICE **2.69**

LASTEX STRETCH CAPRIS — sizes 8 to 18 in Black, Red, Green, Tan and Blue.
SAGE PRICE **4.77**

C WESKIT SUIT — Two-piece wool imported Italian plaid Weskit suit with pleated skirt. Sizes 7 to 15 in Brown and Green.
SAGE PRICE **5.49**

D SATEEN PRINT TOP — that's spot and soil resistant and crease resistant. Combed cotton Sateen print with diamond pattern, 23-inch length, slit sides, ¾-length sleeves and Mandarin collar. Sizes 32 to 38 in Blue, Cranberry, Brown and Green.
SAGE PRICE **2.69**

STRETCH CAPRIS — Tioga solid Helenca and Rayon, tapered with stirrups. Ideal for wear with Mandarin print. Black, Red and Blue, Green and Gold . . . sizes 8 to 16.
SAGE PRICE **6.47**

E BACK-WRAP SKIRT — Completely reversable back-wrap skirt with four full Elephant-ear pockets. Dark-tone tarpoon on one side—solid dark tone poplin on the reverse side. Marshmallow tie belt. Sizes 8 to 16.
SAGE PRICE **4.79**

F SHIRTWAIST DRESS—with unpressed pleated skirt from W. Schwarts. Striped Avron and Dacron with jewel neck. Brown, Blue and Green . . . sizes 7 to 15.
SAGE PRICE **7.77**

G PLAID SHIRT WAIST — in wash 'n wear cotton with short sleeves and straw belt. Sizes 7 to 14.
SAGE PRICE **5.49**

H FOR LITTLE GIRLS — Cupioni two-piece effect with scalloped over-skirt and lace trim. Sizes 1 to 3.
SAGE PRICE **2.79**

I GIRLS' PLAID DRESS — with ¾ length sleeves, basqued waist, large Bertha collar, lace trim and heart medallion. Sizes 3 to 6X.
SAGE PRICE **3.79**

LADIES' AND CHILDREN'S DEPARTMENT

A THREE-PIECE SUIT — Dacron-cotton pleated skirt, weskit, and printed blouse. Sizes 7 to 15 in Green and Brown. SAGE PRICE **7.77**

B TWO-PIECE "PERT SET" — Dark tone cotton print blouse and Dacron-poplin deep side-slit skirt with print under-skirt to match blouse. Sizes 8 to 16 in Blue, Green and Cranberry. SAGE PRICE **5.77**

C CORDUROY FOR SPORTS — Trimmed Corduroy from Tower to wear car riding, to sports events, etc. Pile lined, sizes 8 to 18 in Loden Green, Antelope and Black. SAGE PRICE **17.89**

D LEOPARD COAT — from Galaxy. Ring Mouton collar, double cuffs and smartly slashed pockets. Sizes 8 to 18. SAGE PRICE **27.57**

E OTTER MAN-MADE FUR COAT — from Alura. Double-breasted style with two pockets and ¾ length. Sizes 8 to 16 in Black, Brown and Oyster. SAGE PRICE **36.89**

USE YOUR SAGE CREDIT

STYLE--COMFORT--LOW PRICE! You get it all at SAGE!

LADIES' AND TEENS' TENNIS SHOES — A taper toe tennis shoe with extra thick white rubber sole and guard. Built-in arch support and classic four eyelet tie. Machine washable. Sizes 4-10 in Black or White. SAGE PRICE **2.78**

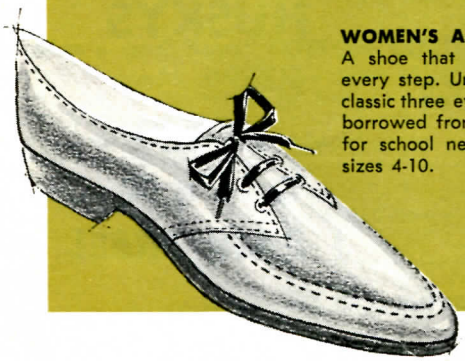
BOYS' TENNIS SHOE — Rugged low-cut tennis shoe with extra wide white rubber guard striped with red and blue. White rubber toe guard for longer wear. Four eyelet style. Ventilating eyelets on one side, built-in cushion arch support and non-slip gripper sole for comfort and action. Sizes 11-2. SAGE PRICE **2.78**

USE YOUR SAGE CREDIT
It Makes Buying Easy

LITTLE GIRLS' SADDLE SHOE — Classic saddle shoe dressed up with a new shape. It's perf-edged and wings back in a new slimmer shaping. Black sole and heel below a white line of rubber. Four eyelet tie . . . sizes 8½-3. SAGE PRICE **4.68**

GIRLS' AND LADIES' LOAFER — Genuine hand sewn construction for long lasting loveliness, sturdy wear and shape-keeping good fit. Antiqued fine leather with hand sewn vamp. Flat heel. Unlined for soft comfort. In Antiqued Tan or Black, sizes 4-10. SAGE PRICE **4.68**

GIRLS' SADDLE SHOE — featuring the long lasting "lifetime" sole. It's dressed up for fun and fashion in black nylon velvet with the saddle shaped in three tones of Patina, the finest man-made patent leather. Non-slip black sole. Sizes 5½-12. SAGE PRICE **4.68**



WOMEN'S AND GIRLS' OXFORD — A shoe that caresses your foot with every step. Unlined suede leather with classic three eyelet tie and styling that's borrowed from the boys. It's the shoe for school news. Black . . . sizes 4-10. SAGE PRICE **3.68**

SHOE DEPARTMENT

BOYS' JEANS
FOR BACK TO SCHOOL

SPECIAL SAGE OFFER . . .

BUY THREE GET A PAIR FREE

Here's your opportunity to keep those on-the-go boys in rugged, heavy-duty jeans at big savings . . . buy three pair and you get a pair FREE! Outfit the whole crew . . . and SAVE.

UNION BIG SMITH MADE

13¾ Oz. BUCKAROO BULL DENIM HEAVY DUTY JEANS

		SAGE PRICE
Regulars and Slims Sizes 8 to 12	**2.77** pr.	**3** for **8.00** 1 PAIR FREE
Regulars and Slims Sizes 13 to 16	**3.19** pr.	**3** for **9.00** 1 PAIR FREE
Huskys Sizes 8 to 14	**3.19** pr.	**3** for **9.00** 1 PAIR FREE

Our department features all the latest in Back To School clothes from suits to shirts, slacks to socks . . . and all the rest that goes with it. Expert alterations, quick dependable service . . . and the lowest prices anywhere! Shop for the whole family at SAGE, where you get the most for your clothes budget dollars.

MEN'S AND BOYS' DEPARTMENT

USE YOUR SAGE CREDIT
BUY WHAT YOU NEED NOW!

Smittys

420 DUPONT NYLON FORTIFIED
JEANS FOR BOYS

The wearin'est Jeans you've ever seen!

REGULARS
SLIMS
HUSKYS

SIZES 8 - 16

SAGE PRICE **2.77** PR.

3 FOR **8.00**

1 PAIR FREE!

. . . MORE BACK TO SCHOOL SUGGESTIONS FOR MEN AND BOYS . . .

WASHABLE ZIPPER JACKETS

A light-weight jacket for both men and boys that gives weather-wise protection all year 'round. Smart looking in any color you may select . . . Natural, Sage or Blue.

Men's S-M-L SAGE PRICE **4.67**

Boys' 8 to 16 SAGE PRICE **3.57**

BOYS' HOODED CAR COATS

Lay-A-Way now for the best selection. Fully wash 'n wear with zip-off hood and extra warm quilt lining. Charcoal, Loden and Antelope. Sizes 8 to 18.

SAGE PRICE **7.86**

Men's and Boys' COTTON CORD PANTS

Easy to care for wash 'n wear fabric of 50% Avril and 50% cotton. Available in two models for men . . . sleek trim or belt loop style. Fancy checks and solids.

Men's sizes 28 to 38	**3.97**
Boys' sizes 7 to 12	**2.87**
13 to 18	**3.17**

USE YOUR SAGE CREDIT

SPORT SHIRTS

FOR MEN . . .

Ivy short sleeve sport shirts for men . . . just in time for back to school. This is the largest selection ever offered including tapered tails, button fronts and pull-overs. Many colors, prints, stripes and novelties in sizes S-M-L-XL.

2 For 4.00

Values to 5.00

FOR BOYS . . .

Stock up on these wonderful values in boys short sleeve sport shirts. Ideal for school and play. 100% cottons, wash 'n wear fabrics in Ivys and lots more. Pop-overs and button-front styles. Sizes 8 to 16.

2 For 3.50

Values to 2.50

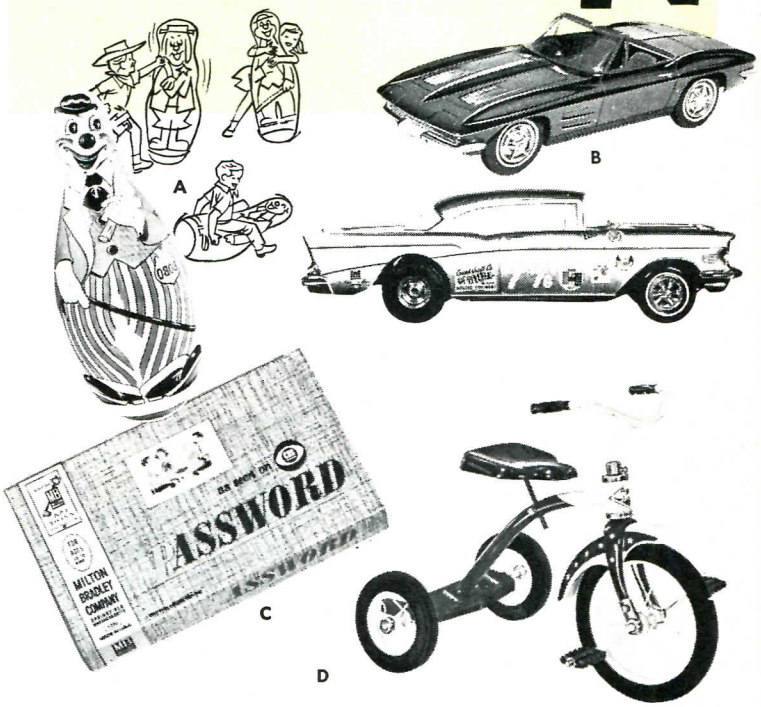
MEN'S AND BOYS' DEPARTMENT

TOYS GAMES & BOOKS FOR CHILDREN

DOUBLEDAY ACTIVITY BOOKS

Every child likes to read, and these books will furnish little readers with lots of useful information. Compare at 1.00.

SAGE PRICE **.69** ea.



A BOBO BOP BAG — tough, rugged and colorful, this inflatable action toy bounces back year after year. Sand-weighted Forti-Plyed vinyl. Compare at 3.00.

SAGE PRICE **2.14**

B AMT CUSTOM AUTO KITS — choose from Chevy Sting Rays, sport hardtops, trucks and many, many more. Complete and ready to be built. Compare at 1.00 and 1.50.

SAGE PRICE **.66 & .99**

C PASSWORD — by Milton Bradley. Three or four can play this famous TV game at home. A game adults and children can play and enjoy. Compare at 2.00.

SAGE PRICE **1.34**

D AMF 10" TRIKE — modern, sleek design with semi-pneumatic tires, adjustable saddle seat and bright red finish with white trim.

SAGE PRICE **6.88**

TOY AND BOOK DEPARTMENT

Back to School begins at SAGE Jewelry!

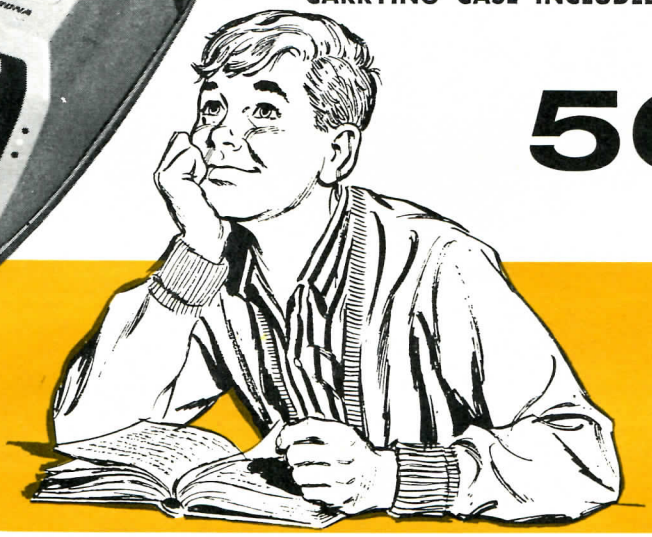
Smith-Corona "CORSAIR" Portable Typewriter

America's most popular portable. All the important big machine features without the high price. Choice of colors. Neater school work usually means better grades so see this fine machine in our Jewelry Department today.

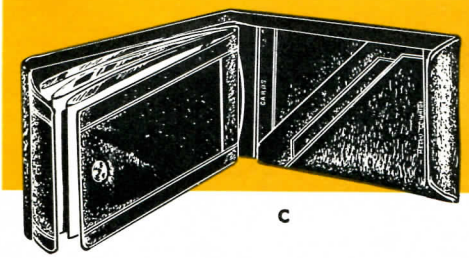
CARRYING CASE INCLUDED

SAGE PRICE

56.80



Prices plus federal tax where applicable



C

A

A SCRIPTO TILT-TIP PEN — with scientifically angled point that lets you lean the pen back at a relaxed writing angle. Skip-free on any writing surface.
SAGE PRICE **1.36**

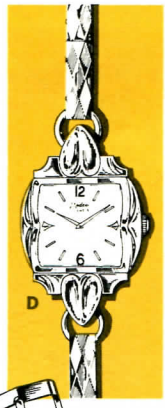
B COSTUME JEWELRY — featuring the latest fashion arrivals for fall. Choose from necklaces, bracelets, earrings and pins to compliment your fall wardrobe.
SAGE PRICE from **.79**

C GENUINE LEATHER BILLFOLDS — Famous brand! Latest styles for men and women. All genuine leather.
SAGE PRICE from **1.97**

D MEDCO YVETTE — A SAGE exclusive. Unconditional three-year guarantee. 17 jewels. Lifetime mainspring. Expansion band.
SAGE PRICE **25.97**

E MEDCO JACKSON — Another SAGE exclusive. Unconditional three-year guarantee. 17 jewel movement. Stainless steel case and expansion band.
SAGE PRICE **22.97**

F MEDEX WATCHES — A new, economy-priced watch. Several styles for men and women to select from. Two-year factory guarantee.
SAGE PRICE from **8.96**



D

B

E F

SAGE EXTRAS

FREE Diamond Security Inspection

Expert Watch and Jewelry Repair

Beautiful Bedroom Suites for Back To School!

ENJOY THIS FURNITURE IN YOUR HOME NOW—USE ONE OF SAGE's CREDIT PLANS

FOR THE BOYS!

Sturdy, well constructed bunk bed set that boys really go for. Solid Oak with matching pieces available. Choice of chest or desk.

Price includes:

• Bunk Bed • Bunkie Mattresses • Guard Rail and Ladder • Choice of Desk or Chest

SAGE PRICE **129.92**

FOR THE GIRLS!

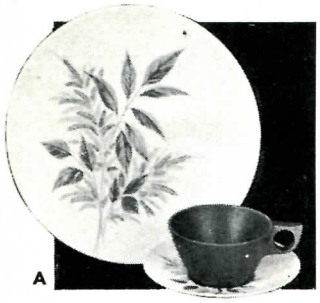
Loveable canopy bedroom suite that spells g-i-r-l in every way. Choice of full or twin size finished in white with Blue or Pink inset panels. Matching pieces available. Price includes:

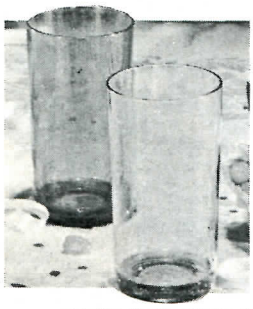
- High Poster Bed and Canopy Frame
- Double Dresser
- Mirror

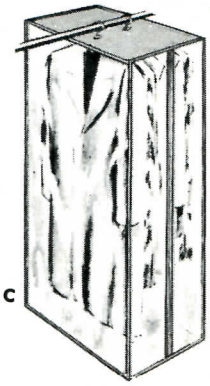
SAGE PRICE ONLY

139.92

See the many other wonderful furniture values in the SAGE Furniture Department. Everything from full room suites to individual matching and accenting pieces plus accessory pieces for most styles.







Eliminates fading - Sort white clothes in one side - colored clothes in the other.

Use your SAGE Credit

A MELMAC® DISH SET — A complete service for four. First quality and beautifully decorated to enhance any dining decor. Full 2-year guarantee against chipping, cracking or breaking under normal use. Large selection of patterns and colors. SAGE PRICE **6.88**

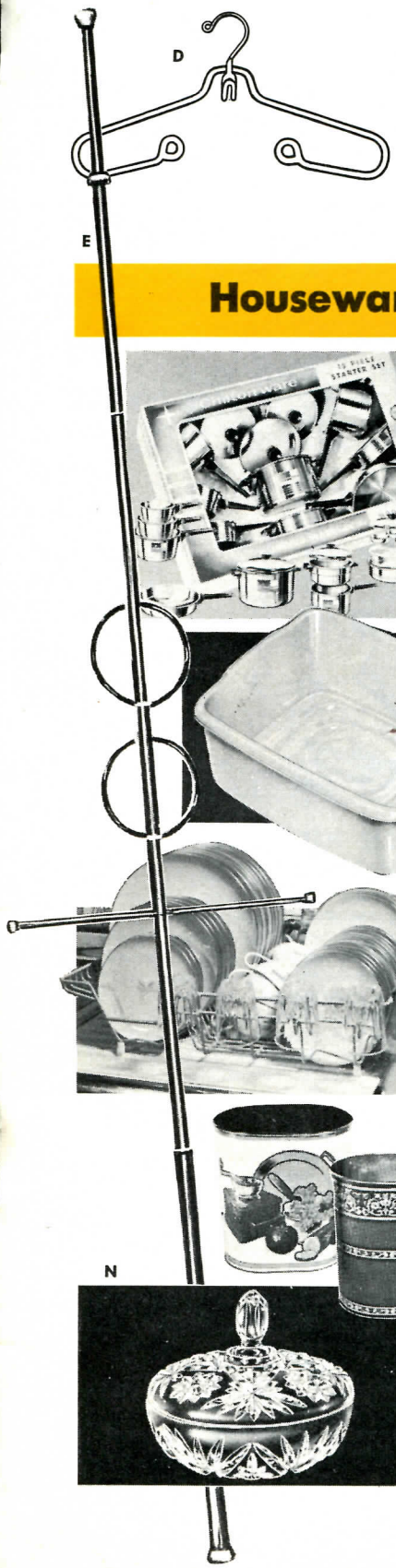
B COLORED PLASTIC TUMBLERS — Completely dishwasher safe, break resistant in a sparkling assortment of colors. Get several for yourself . . . make wonderful gifts, too. SAGE PRICE **2** for **.29**

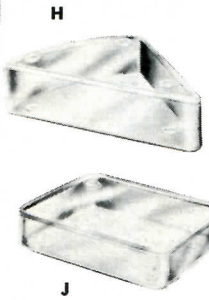
C GARMENT BAG — "Clear Storage" garment bag lets you see what's inside without opening. 54-inches long — holds up to eight garments. SAGE PRICE **.87**

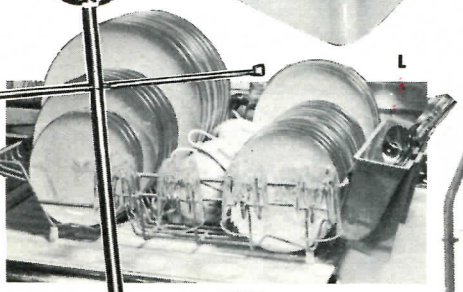
D DRIP-DRY HANGERS — for drying shirts, blouses, dresses, jackets, etc. Vinyl plastic covered, Adda-Hanger® feature, rust proof, non-slip, snag proof and unbreakable. Set of 3. SAGE PRICE **.99**

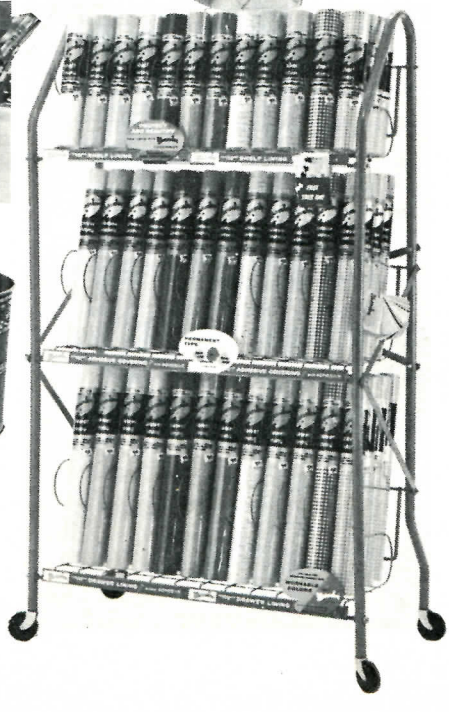
E TOWEL POLE — Chrome plated heavy 1-inch steel tubing. Has two towel rings and long plastic-tipped bar. Installs quickly . . . no tools, screws or bolts required. Adjusts to 7½' to 8½' ceilings. SAGE PRICE **2.96**

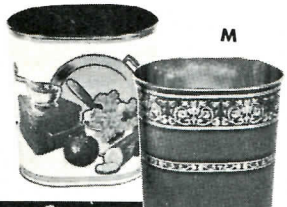
Houseware Hints for Fall and Family-Fun Planning











F DAMPENER BAG — with "double pocket." Specially constructed pocket makes it easy to sort clothes. Clear polyethylene with heavy duty binding for added strength. 18-inch zipper across top. SAGE PRICE **.57**

G 15-PIECE STARTER SET — ideal for a college apartment. Pots . . . pans . . . everything! It's aluminum ware with the modern flair. SAGE PRICE **8.98**

H PIE BOX — for lunch kits. Made of clear, transparent high-heat polystyrene. Safe for dishwashers. Keeps a slice of pie fresh for hours. SAGE PRICE **.14**

I SWIVEL SNACK BAR STOOL — that adds dash and color to your kitchen or bar. Comfort molded . . . distinctively styled of molded plastic in Ivory, Tangerine, Beige and Turquoise. Smart hourglass base in triple plated chrome or bronzetone finish.
24-inch height ..... SAGE PRICE **10.88**
30-inch height ..... SAGE PRICE **11.88**

J SANDWICH BOX — The perfect mate for the pie box. Clear, transparent, high-heat polystyrene that's dishwasher safe. Can also be used for refrigerator storage of left-overs. SAGE PRICE **.17**

K UTILITY DISH PAN — Helps conserve on water and gets your dish washing done more efficiently. Won't leave black marks in sink. SAGE PRICE **.66**

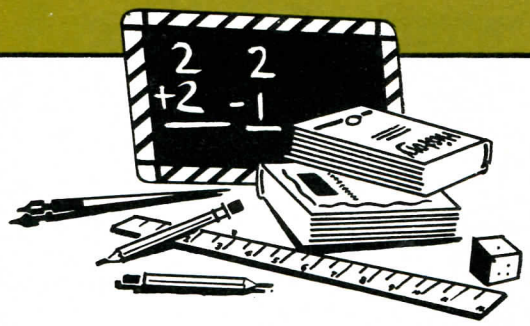
L DELUXE DISH DRAINER — Big 24" x 16½" capacity drainer with room to spare. Features special glass holders and silver bucket. An ideal kitchen shower gift. SAGE PRICE **2.66**

M METAL WASTE BASKETS — For any and every room in your home. 12-quart, oval, straight-sided with embossed designs that make these not just ordinary waste baskets. SAGE PRICE **.84**

N CANDY JAR — Make your sweets look their best at parties, etc. in this beautiful covered glass candy dish. It has a hundred and one other uses around the home. Attractive design on lid and bowl. SAGE PRICE **.69**

O MARVALON — A permanent-type shelf and drawer lining that's plastic coated for lasting beauty and service. Completely washable . . . even scrubbable! Full range of colors to blend, match or accent your color schemes. Adhesive covering available also.

CHECK SAGE's LOW PRICE



A World of School Supplies at Everyday Low Prices in the SAGE DRUG DEPT.

BACK TO SCHOOL

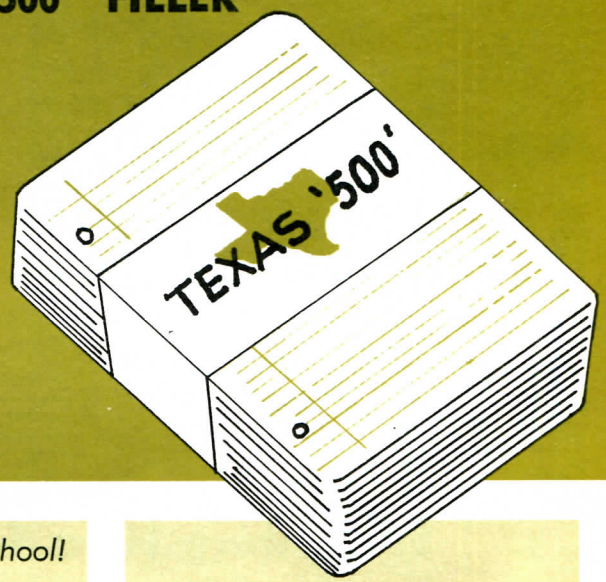
TEXAS SIZE "500" FILLER

Here's a combination SAGE and Texas size value for kids getting ready for school. Two-hole quality paper that meets school district requirements. 500 sheets in each package.

.73

"300" SHEET FILLER PAPER

SAGE PRICE **.47**



Sturdy Ring
BINDERS

All in a wide range of prices, styles and colors, but each is designed to do the best job for you. Deluxe quality blue canvas; heavy board; 1½-inch capacity metal with booster; steel piano hinge; two and three rings.

	SAGE PRICE
1.98 binder	**1.29**
2.98 binder	**1.97**
3.98 binder	**2.79**
5.95 binder	**3.37**

BOOK BAGS AND BRIEF CASES

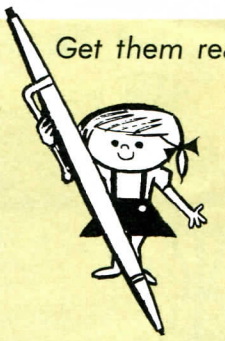
	SAGE PRICE
Child's colorful canvas book bag with shoulder strap	**.77**
Child's book bag, a 2.98 value	**1.83**
Child's bag with matching umbrella	**2.99**
Brief case, a 3.95 value	**2.79**
Aluminum frame brief case, a 5.95 value	**3.57**

SCHOOL SUPPLIES

30 Pencil Pak. A term supply of No. 2 pencils with erasers.
SAGE PRICE **.59**

	SAGE PRICE
Swingline V pencil sharpener, a 1.98 value	**1.29**
Boston Model KS, a 3.85 value	**2.43**
Apsco Midget, a 1.29 value	**.93**
Tot Stapling Kit, a .98 value	**.63**
Notebook Dictionary, a .39 value	**.18**
Notebook Atlas in color, a .49 value	**.27**

Get them ready for school!



SCHOOL PENS

	SAGE PRICE
Scripto cartridge pen with free lead pencil, a 1.00 value	**.59**
Wearever cartridge pen with 12 free cartridges, a 1.00 value	**.59**
Esterbrook pen, a 1.00 value	**.59**
Papermate "Piggyback", a 1.69 value	**1.03**
Carter's paste, a new plastic cap, a .33 value	**.19**
Elmer's glue, a .59 value	**.37**
Exec paste pen with extra refill	**.59**
Carter's typewriter ribbon, a .98 value	**.63**
School scissors, 4-inch, semi-point or blunt	**.15**
4-inch blunt, lefty scissors	**.27**
5-inch pointed, lefty scissors	**.33**
Crayola, No. 16 school size	**2** for **.29**
Plastic laminated clip board, letter size	**.43**
Empire Pencil Matchmates, 10 pedigree pencils, pencil sharpener and 3 ball point pens	**.53**

PENCIL BOXES

	SAGE PRICE
Astronaut Pencil Case	**.47**
Kaleidoscope Pencil Case	**.41**

HIGH SCHOOL AND ADVANCED STUDENTS

Be sure to check your SAGE Drug Department for slide rules . . . Prices extra low from

.87 to **14.61**

Drawing Sets from **2.25** to **8.95**

T-Squares from **.67** to **3.47**

LUNCH KITS FOR BACK TO SCHOOL

Come in and see our complete line of Thermos and Aladdin lunch kits complete with 10-oz. thermos or vacuum bottle in styles for boys and girls. Astronaut, Barbie, Bullwinkle, Flintstones and many others to select from.

LUNCH KIT with unbreakable poly handle and 10-ounce non-breakable Schoolking Therm-o-Bottle that keeps liquids hot or cold.

SAGE PRICE **1.43**

Therm-o-Bottle, 10-ounce, non-breakable (no glass to break or replace), completely sanitary, dishwasher proof, easy to clean, rust proof.

SAGE PRICE **.57**

DENTAL NEEDS

	Compare at	SAGE PRICE
Crest, family size	.83	.57
Colgate, king size	.69	.50
Listerine, 14-ounce	.89	.59

HAIR CARE

Just Wonderful Hair Spray, 14-ounce size	2.00	.97
Breck Shampoo, 16-ounce	1.75	1.12
Vitalis	1.49	1.19
Rinse Away	.98	.73

DEODORANTS

Secret Roll-On	.98	.69
Ban Roll-On	.98	.73
Right Guard Spray-On for men	.98	.73
Old Spice Stick for men	.98	.73
Arrid Cream	.69	.49

DRUG DEPARTMENT

BABY NEEDS

Similac, case, 24's		4.88
Enfamil, case, 24's		5.31
Mullsoy, case, 12's		4.69
J & J Talcum	.79	.58

VITAMINS

One-A-Day, 100's	2.29
Allbee-C, 100's	5.44
Aquasol-A, 50,000 units, 100's	4.49
Adabee, 100's	5.38

CIGARETTES

Regular	2.55
King and Filter	2.59

FEMININE HYGIENE

Kotex, 24's	.64
Tampax, 40's	1.13
Ortho Gynol Jelly, tube	1.75

HOME PERMANENTS

Toni	2.00	1.27
Milk Wave Lilt	2.19	1.53
Nutri-Tonic	2.00	1.29

HAIR COLOR

Technique by Shulton	2.00	1.57
Loving Care by Clairol	1.50	1.08
Pure White Cream Developer by Clairol, 16-ounce		1.17

SKIN AIDS

Fostex Cream	1.99
Clearasil Soap	.28
Brasivol Cleanser	1.99
Mazon Ointment	1.37

DIET AIDS

Leen Caps, 30's	3.17
Norwich Saccharin, 1 gr., 1000	1.13
Metrecal, 6-pack	1.44
Sego	4 for .96

Remember — these are not just specials, but everyday low prices. Come in a SAGE's Drug Department today for the best values in town.

℞ You Save More When Your Drugs Come From SAGE!

Only at the SAGE Pharmacy..

will you find a complete range of pharmaceutical services offered, affording the member so many opportunities for savings on what has become for many, a major item in the monthly budget. The SAGE Pharmacy differs from other pharmacies selling prescriptions at lower prices than conventional drug stores in several important ways — FIRST — SAGE will fill any prescription written by your doctor — no matter if it's for tablets, capsules, liquids, lotions, ointments or specially compounded capsules — our registered pharmacists can and will fill it.

SECOND — We will fill your prescription for any quantity your doctor orders — 6 pills or 600 — 1 oz. or 1 pint of liquid — no amount is too large . . . or too small!

THIRD — We will save our members money on every prescription we fill — not only on orders for 100 or 200, but on prescriptions for 12 and 24 as well.

Have your doctor call your prescription directly to us — it will be ready for you to pick up when you come to SAGE.

ME 1-8505

NACO VITAMINS

and other drug products for back to school health!

You mothers be sure to get the kids (and the rest of the family) set for top health and save money while you do it.

	SAGE PRICE
NACO Multivitamins with B-12, 125's	1.23
NACO Multivitamins with B-12, 250's	1.63
NACO Multivitamins with B-12, 500's	3.32
Family Multivitamins with minerals, 100's	1.02
Super Multivitamins with minerals, 100's	2.21
Geriatric Multivitamins with minerals, 100, a special formula for older people	1.72
Vitamin A, 25,000 units, 100's	1.14
Vitamin B-1, 50 mgm., 100's	.88
Vitamin C, 100 mgm., 250's	.92
NACO, APC, 250's	.98

The greatest sounds you'll ever hear are on

RCA CAMDEN

Monaural and Stereo – Your Choice

RCA CAMDEN
A PRODUCT OF RADIO CORPORATION OF AMERICA

SAGE PRICE **.97** EACH

Reg. 1.98 Mono — Reg. 2.98 Stereo

Albums available in both
421 SOUTH PACIFIC SELECTIONS
476 EVERYBODY CHA-CHA
548 DANCE TO HITS OF 20'S
655 THE ALAMO (music from)
670 BEST BAND OF THE YEAR

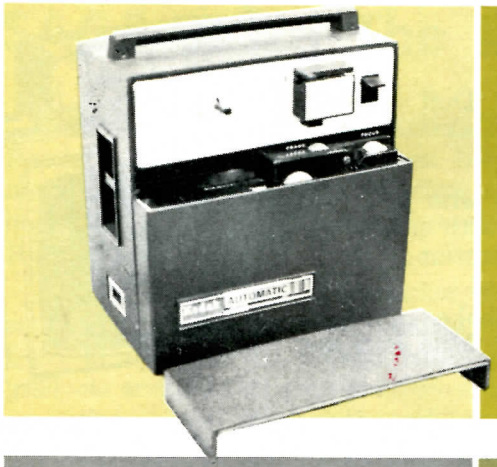
Stereo only
526 BIG NAME BANDS—R. MALTBY
575 EASY GOING SWING—ELGART
581 EXERCISE REDUCING RECORD
669 GREATEST FOLK MUSIC SUNG

Mono only
558 MERENQUES & TANGOS
573 CONTINENTAL AFFAIR—3 SONS
576 TONIGHT—TONY MARTIN
588 SINGING THE BLUES
591 PIPE ORGAN IN HI-FI
592 CONTINENTAL & ARGENTINE TANGOS
599 SOUND OF MUSIC—FIORELLO SEL.
600 MR. LUCKY (music from)

all these plus others not listed

RECORD DEPARTMENT

Picture taking and showing enjoyment starts at SAGE!



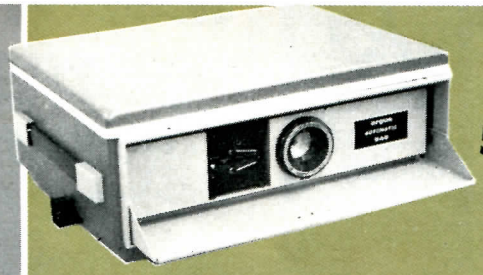
KODAK AUTOMATIC 8 PROJECTOR

Featuring automatic threading, forward-still-reverse action and lots more. This projector threads itself, projects a 200-foot reel, rewinds itself, turns on room lamp and shuts itself off completely automatically. Compare at 109.50.

SAGE PRICE **76.29**

CAMERA DEPARTMENT

USE YOUR SAGE CREDIT



ARGUS AUTOMATIC 540 SLIDE PROJECTOR

Push-pull slide changer, long-play 60-slide tray, single-slide editor, 500-watt bulb and powerful fan blower for positive cooling. The perfect projector for showing all your vacation slides . . . sharp and clear! Compare at 59.95.

SAGE PRICE **46.20**

Visit your SAGE Camera Department for all your camera and projector needs. We feature top names at everyday low prices . . . backed with SAGE's famous double guarantee.

The greatest sounds you'll ever hear are on

RCA CAMDEN

Monaural and Stereo – Your Choice

RCA CAMDEN
A PRODUCT OF RADIO CORPORATION OF AMERICA

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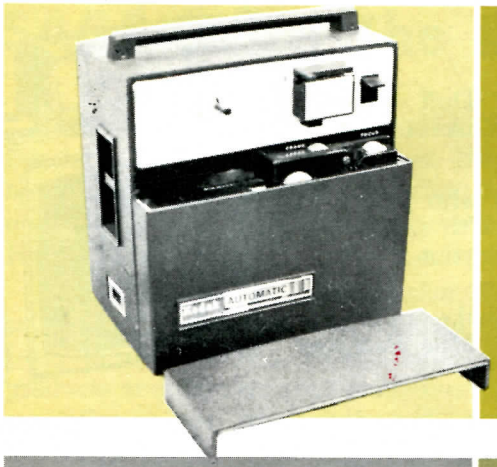

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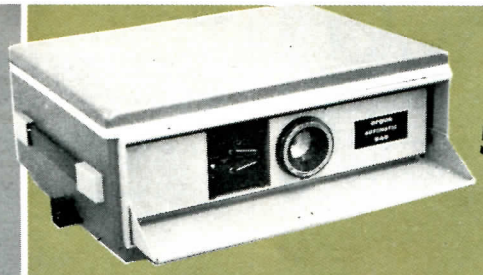

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SAGE PRICE **46.20**

Visit your SAGE Camera Department for all your camera and projector needs. We feature top names at everyday low prices . . . backed with SAGE's famous double guarantee.

WALL PAINT

The quality house paint that offers you no drip—no mess application, and it dries to a superior washable finish in just 30 minutes. Paint a room at a time or paint the whole house and have furniture back in its place the very same day. 19 award colors plus white.

4.97 Gallon
1.58 Quart

Do-It-Yourself WALL PLAQUES

So easy to do, yet you create a true work of art. Sparkling colored glass, imported mosaic tiles, bright beads and stones. Creative fun for the entire family. Try it soon.

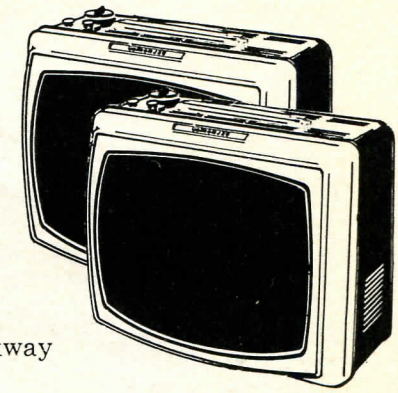
	SAGE PRICE
12½" x 36" Reg. 10.00	**7.49**
9" x 24" Reg. 5.00	**3.98**

We also carry a large selection of paint by number sets, scroll art, painter's and artist's supplies, drafting and mechanical drawing supplies.

PAINT DEPARTMENT

The SAGE Coloring Contest, which appeared in the Vacation issue of the SAGE Reporter, resulted in many entries that displayed creativeness and originality. Our congratulations to the winner (who received a portable television set) and to the SAGE member who gave the winner the contest blank and application (who also received a portable television set).

To the many entrants who joined SAGE, we hope you will enjoy being a part of the SAGE family and discover that, by being a member of SAGE, quality and savings will be yours each and every time you shop.



Contest winner:

Mrs. Nellie M. Duff
4655 Western Oaks Drive
Dallas, Texas

SAGE member who presented winner with entry blank and application:

Lucille Holsonbake
540 West Five Mile Parkway
Dallas, Texas

All entries were judged solely on display of color and originality.

. . . enjoy yourself

while you're shopping at SAGE and visit our modern Snack Bar. There's always plenty of hot coffee, cold drinks and good things to eat. Next time you're at SAGE, come by for a quick snack or a full meal. You'll like our food . . . and the prices. We're always open and ready to serve you.

SNACK BAR

WATCH NEWSPAPERS FOR EXACT DATE!

Houston's Second Great SAGE Store The Biggest

SAGE SOUTHWEST, located at Post Oak and Beechnut in Houston, across from Meyerland Plaza, houses 115,000 square feet of selling space all under one roof making it the largest store of its kind in the Houston area.

A complete, modern super market with over 20,000 square feet of food shopping area features the best in fresh meats, produce, frozen foods and fine dairy products and delivers your purchases directly to your car with a unique "through the wall" conveyor system.

Free parking for more than 1,500 cars will be available.

Over 100,000 items are offered for member's selection. Only first-line, standard quality merchandise is found at SAGE — never any "seconds," "irregulars," or inferior "close out" items. A double guarantee backs every item you buy — the manufacturer's and SAGE's own money-back guarantee of satisfaction.

SAGE offers a selection of convenient credit plans, including revolving charge, layaway, etc. Free cashing of payroll and personal checks is available to SAGE members.

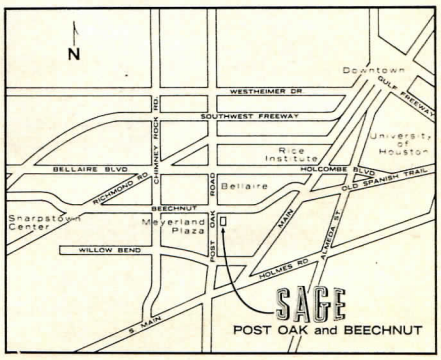
Convenient store hours are Monday-Friday, 10 A.M. to 9 P.M.; Saturday, 9:30 A.M. to 7 P.M. SAGE will be closed all day Sunday. Service Station hours will be Monday-Saturday, 6 A.M. to 10 P.M.; Sunday 8 A.M. to 9 P.M.

New Departments–SAGE will feature over 40 completely stocked departments including a Prescription Pharmacy, Liquor Department, complete Service Station facilities, Snack Bar, Cleaning Department. Departments that will be at the SAGE SOUTHWEST store only will be a complete Barber Shop for men and a modern Beauty Salon for the ladies.

Convenient Location Across From Meyerland Plaza

Old SAGE members, as well as new, have the advantage of two convenient stores at which to shop. No matter where a member lives, he or she can reach one or both SAGE stores in a matter of minutes.

Your membership in SAGE entitles you to shop at all SAGE stores. Whenever you are visiting in a city where there's a SAGE store, please come by and visit and shop. You and your family are always welcome.



GREAT NEWS FROM YOUR SAGE GROCERY DEPT.

More and more SAGE members are becoming aware of the wonderful savings that are available by doing all their grocery shopping at SAGE. No special trips to the supermarket to take advantage of low priced sale items (which they may be out of by the time you get there) . . . SAGE offers you the lowest prices anywhere on all its food items every time you shop.

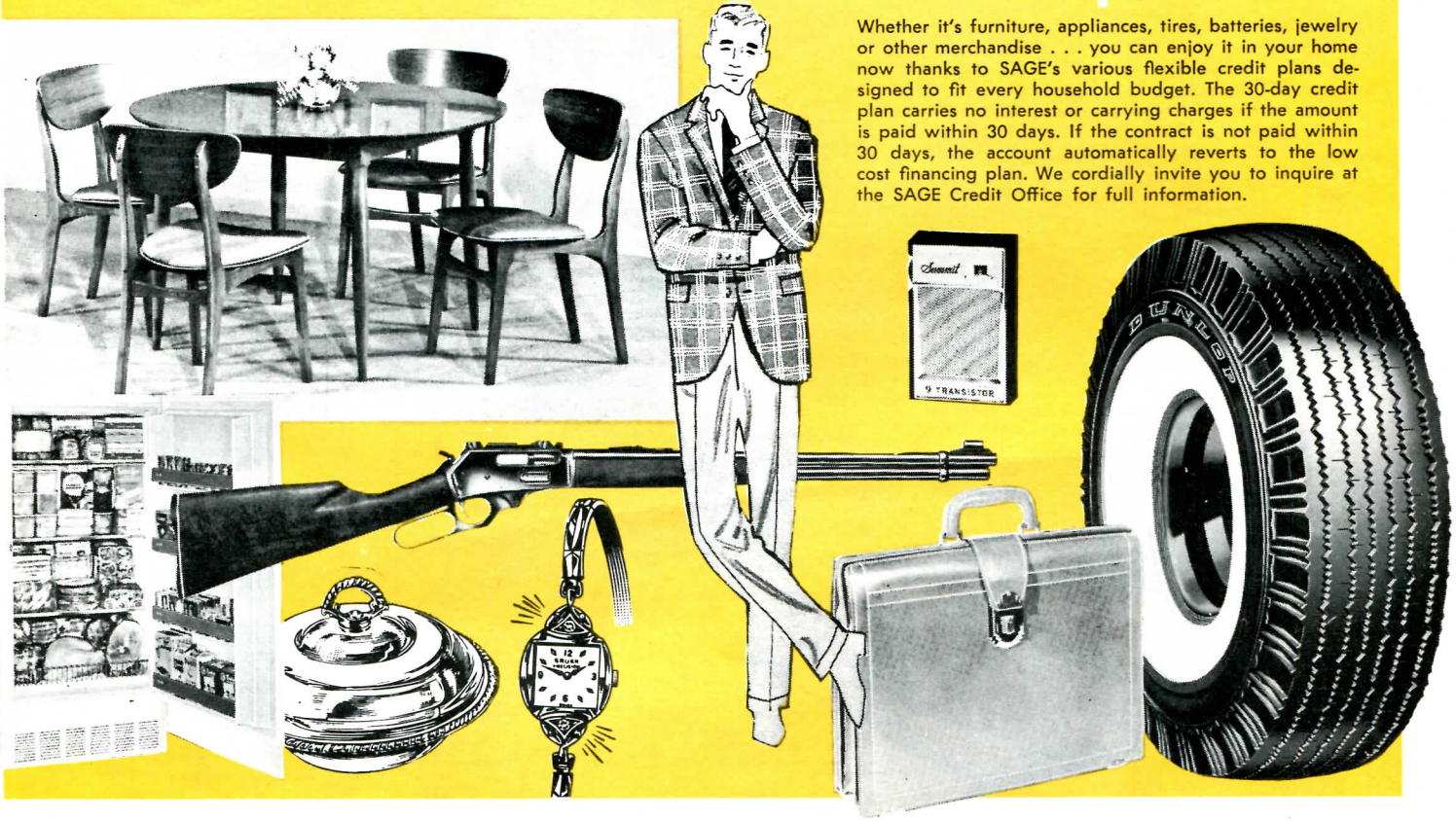
QUALITY MEATS • FRESH PRODUCE
DAIRY PRODUCTS • FROZEN FOODS

Low, low prices are effective every day . . . quality and selection is yours every day, too. Compare your cash register tapes and see how you save more . . . and get more at SAGE.

GROCERY DEPARTMENT

Enjoy the things you want and need now . . Use one of SAGE's convenient credit plans!

Whether it's furniture, appliances, tires, batteries, jewelry or other merchandise . . . you can enjoy it in your home now thanks to SAGE's various flexible credit plans designed to fit every household budget. The 30-day credit plan carries no interest or carrying charges if the amount is paid within 30 days. If the contract is not paid within 30 days, the account automatically reverts to the low cost financing plan. We cordially invite you to inquire at the SAGE Credit Office for full information.



Sight is a wonderful gift– treat it as such! Visit the SAGE Optical Center now!

SINGLE VISION GLASSES AS LOW AS 11.95

Almost every optical service is available to SAGE members with quality and price first and foremost. Whether it's single vision clear lenses, prescription sun glasses, contact lenses or some other optical service, we are ready to serve you. Owned and operated by Dr. Charles Hess, Optometrist.

INCLUDES

- **Single vision clear lenses**
- **Scientific eye examination**
- **Carrying case**
- **Frame**

THE OPTICAL CENTER

Shop SAGE's Sporting Goods for Savings and Variety!

HEALTH --- STRENGTH --- BODY BUILDING

Barbells from SAGE's Sporting Goods Department will provide them all at real savings. Deluxe barbell set, 100 lbs. Includes full length bar, collars, wrench and body building instruction book.

SAGE PRICE **16.88**

Iron Health Shoes for Leg Building. Complete with instruction book, web straps. Perfect fitting.

SAGE PRICE **5.00** Pr.

EXTRA BARBELL PLATES

Add extra weight as you get more proficient. Fit standard bars.

SAGE PRICE **5.00**

Other sets from 60 lbs. to 210 lbs. at SAGE Savings!

FISHING EQUIPMENT AT LOW, LOW SAGE PRICES!

MITCHELL 300 REEL

Tops in open-face spinning from Mitchell. Powerful, smooth corrosion-proof drag and anti-reverse control. Full bail.

SAGE PRICE **13.99**

MITCHELL 170 CLOSED FACE SPIN-CAST REEL

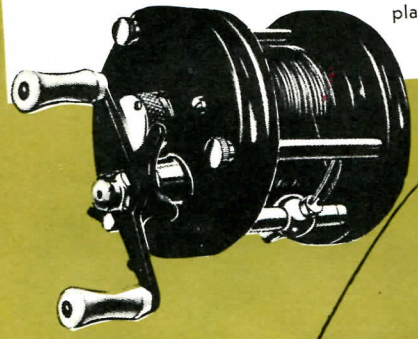
One of the great Abu-matics from Sweden. Features new oscillating cross wind spool that prevents line dig in. Anti-reverse, no line twist. Dependable star drag. Winding cup of hard-chromed stainless steel.

SAGE PRICE **12.88**

GARCIA 5000A

Free spool baitcasting reel with super smooth adjustable drag. Corrosion-proof finish and anti-backlash centrifugal brake. End plate line guards.

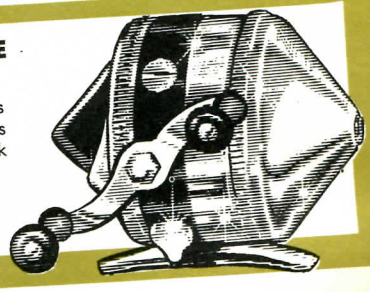
SAGE PRICE **19.88**

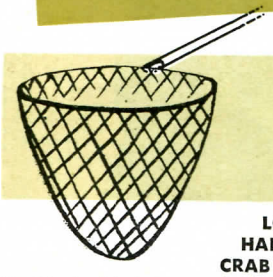


ZEBCO 33 CLOSED FACE SPIN-CAST REEL

One of the old stand-bys that's landed lots of big fish. Stainless top cover, smooth drag and quick action.

SAGE PRICE **8.88**



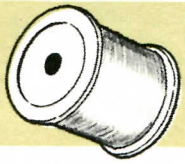


LONG HANDLE CRAB NET

Double braided for extra strength. Hardwood handle.

SAGE PRICE **.66**

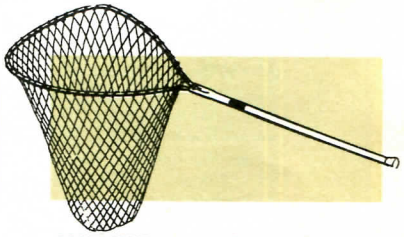
SPORTING GOODS DEPARTMENT



1500 YD. SPOOL MONOFILAMENT LINE

Your choice of pound-test. Makes excellent leader material, too.

SAGE PRICE **.99**



ALUMINUM LANDING NET

Extra large capacity for monsters. Double stitched for longer wear.

SAGE PRICE **.99**

Time to go camping — with first stop SAGE Sporting Goods!

COLEMAN MANTLES

SAGE PRICE **.19**

Bright burning and long lasting. Package of 2

1-Gallon COLEMAN FUEL

Designed especially for all Coleman appliances... stoves, lanterns, etc. Burns clean.

SAGE PRICE **.83** Gal.

COLEMAN LANTERN

Single mantle model. Bright red, throws clean white light up to 100 feet. Up to 10 hours illumination on one filling of Coleman fuel.

SAGE PRICE **8.99**

DELUXE CAMP COT
complete with headrest

Tubular aluminum camp cot with headpiece that adjusts for additional comfort. Bright weather resistant plastic fabric.

SAGE PRICE

8.99

JUNIOR SCOUT 2¼ LB.
SLEEPING BAG

- **Scenic lining**
- **Rubber bottom**

A quality sleeping bag that's fiber filled for extra warmth. Complete with head cover that also serves as protective cover when bag is not in use.

SAGE PRICE **5.88**

SPORTING GOODS

USE YOUR SAGE CREDIT

FOLDING CAMP STOOL

A combination of sturdy hardwood and double stitched canvas for added durability. Lightweight and folds compactly.

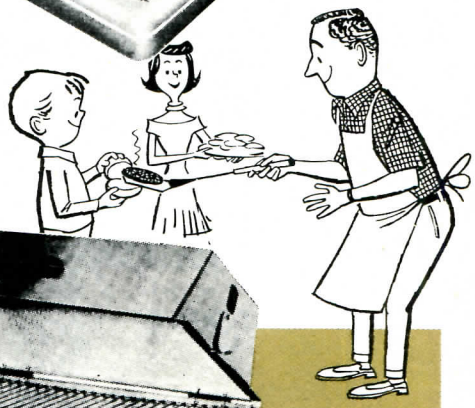
SAGE PRICE **.67**

10 LBS. BRIQUETTES

Burn clean and last for hours.

SAGE PRICE

.44



VINYL AIR MATTRESS

20" x 78" vinyl mattress with built-in headrest. Easy to inflate. Ideal for the beach and camping.

SAGE PRICE **.99**

BURGESS "D-Size" BATTERIES

Standard size for flashlights, radios, etc. Long life.

SAGE PRICE **2** for **.19**

Combination Smoker — Braizer

Hood up it's a braizer, down it's a smoker. Self-locking legs and heavy gauge metal construction for longer life. Truly portable. Folds and carries easily.

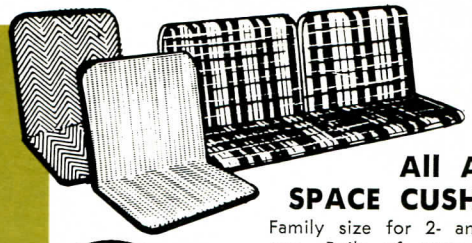
SAGE PRICE **6.77**

MID-SUMMER SPECTACULAR ON AUTO AND HARDWARE VALUES

CANVAS "STOW AWAY" TOP CARRIER

Just one-half the weight of comparable carriers. Weatherproof, water tight zipper. Made of heavy duty laminated vinyl. Fits all cars.

SAGE PRICE **23.44**



All Across SPACE CUSHIONS

Family size for 2- and 4-door cars. Built of wear resistant materials. Protects as well as beautifies your car.

SAGE PRICE **4.89**

COOL CUSHIONS SAGE PRICE **.99** ea.

Easy On VISTA WAX

by Simoniz

Gives your car that new car finish. Easy to apply and remove. Protect car's original paint.

SAGE PRICE **.99**

ROYAL TRANSMISSION FLUID

Best for all automatic transmissions. Hydra-flow action assures no clogging ever. Quart size . . .

SAGE PRICE **.24**

PYROIL

ENGINE ADDITIVE

Overhaul your engine with a simple adding of Pyroil to your car's crankcase. Desludges, frees sticky valves and improves gas mileage. 3 oz. size.

SAGE PRICE **.14**

HARDWARE DEPARTMENT

A ALUMINUM AUTO SCREENS — Keeps out the glare . . . not the air. Installs in just seconds.
SAGE PRICE **.77**

B BUMPER JACK—Double lifting action. Heavy non-tip base and strong easy-grip handle.
SAGE PRICE **3.66**

C 8-FOOT BATTERY BOOSTER CABLES — Heavy duty clips and long flexible line. Don't be caught with your battery down without these handy cables.
SAGE PRICE **.97**

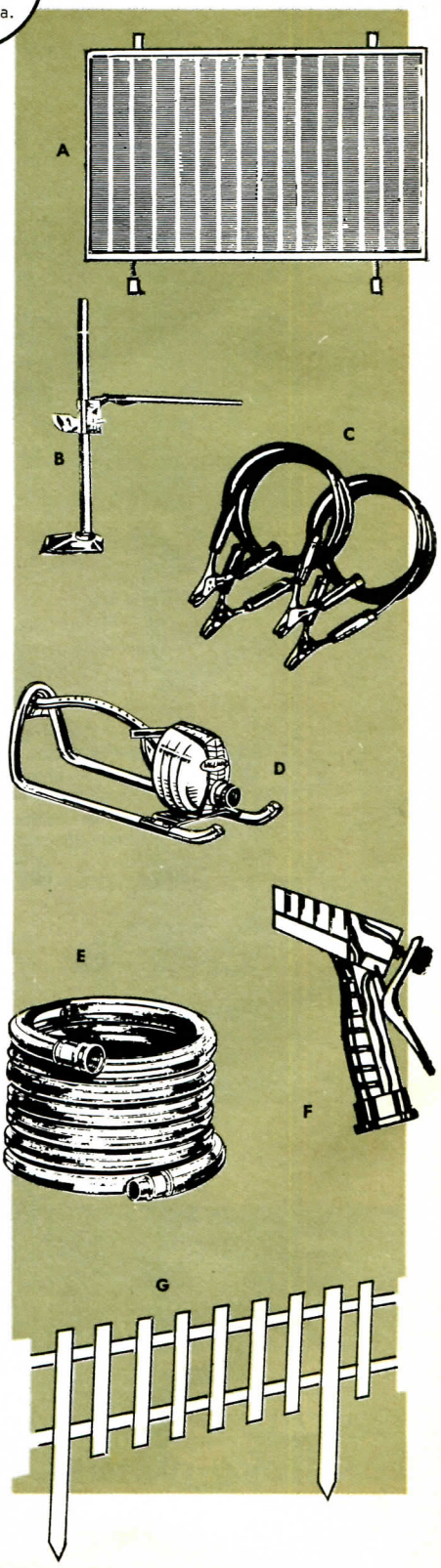
D KENT OSCILLATING LAWN SPRINKLER — Waters lawns more efficiently with less waste. Rust proof galvanized construction.
SAGE PRICE **2.97**

E 50-FOOT x 7/16" GARDEN HOSE — Lightweight, heavy duty green plastic hose with brass fittings.
SAGE PRICE **.88**

F PISTOL GRIP NOZZLE — Chrome plated squeeze action nozzle that's easy and efficient. Shuts water off completely as desired.
SAGE PRICE **.57**

G WHITE PICKET FENCE — Makes an attractive border around flower beds, yards, etc. Sturdy pine in 3-foot sections.
SAGE PRICE **.28** ea.

4 3-foot sections for **1.00**



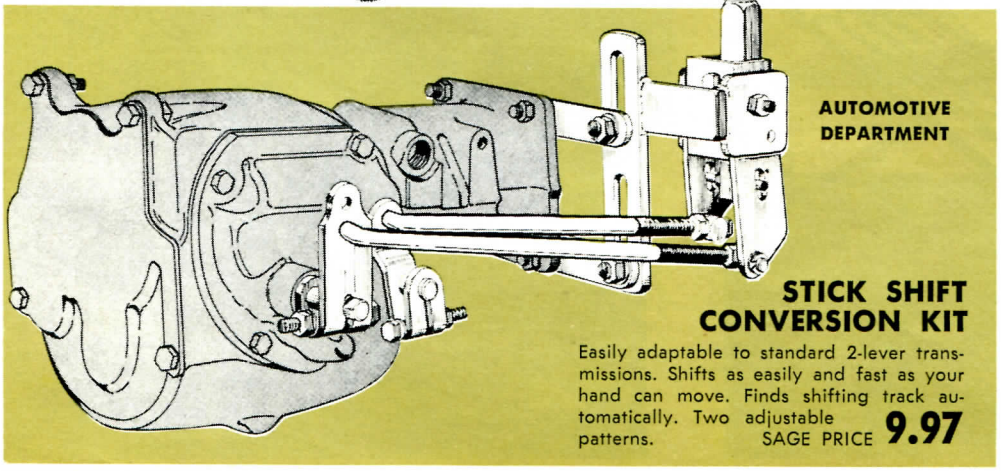
SEAT BELT

AUTO SAFETY— Heavy duty nylon webbing. Don't gamble with the lives of your family . . . install seat belts now at SAGE.

SAGE PRICE **2.99**

USE YOUR SAGE CREDIT

AUTOMOTIVE DEPARTMENT



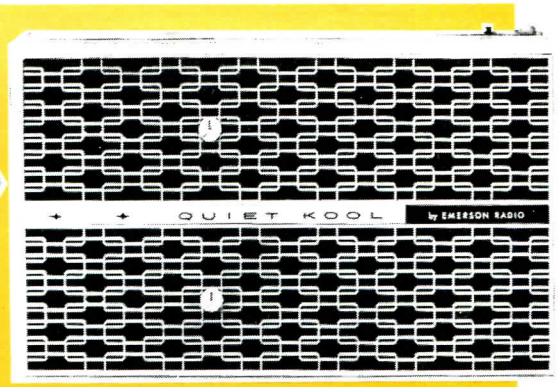
STICK SHIFT CONVERSION KIT

Easily adaptable to standard 2-lever transmissions. Shifts as easily and fast as your hand can move. Finds shifting track automatically. Two adjustable patterns.

SAGE PRICE **9.97**

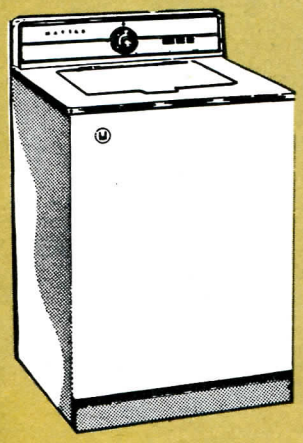
Appliance Values Now at SAGE!

EMERSON 1963 7½ AMP
"QUIET COOL" Air Conditioner
4000 NEMA Certified B.T.U.



Just plug into any regular outlet — no special wiring necessary. Easy through-the-wall or window installation (kit slightly extra). Automatic thermostat.

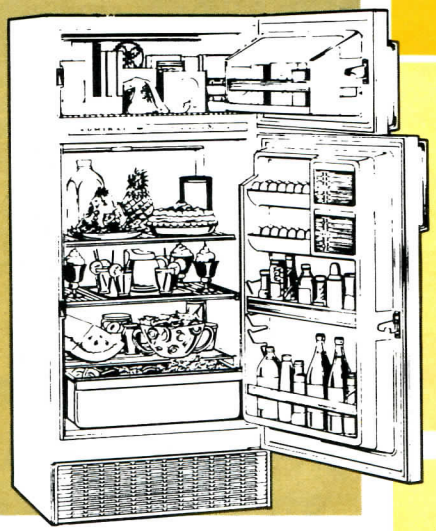
SAGE PRICE **99.00**



2 cycle
MAYTAG AUTOMATIC
WASHER

All-fabric wash cycle selection control. Gyrafoam washing action and positive lint removal. Top loading and spin damp dry features.

SAGE PRICE **173.87**
Model A100

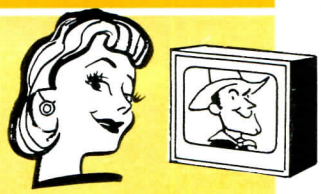


Admiral 12 Cu. Ft. 2-Door Automatic Defrost Refrigerator
Separate 93-pound moist cold freezer. Handy shelves in door for eggs — butter keeper. Holds 12-oz. bottles with ease. Three big flow-through cold shelves.

SAGE PRICE **198.82**

Back To School Values from SAGE!

ALL TRANSISTOR 6" TV
The most exciting transistor TV ever! A battery operated TV with full 6-inch screen. Feather light yet powerful reception. Antenna and handy carrying handle. SAGE PRICE **158.73**



DOMINION "HAT BOX" HAIR DRYER
Jumbo bonnet and extra long flexible hose. Dries hair in minutes. With attractive hat box carrying case.
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2-SPEED PORTABLE TAPE RECORDER
Complete with mike, belt and reel. Recording level indicator, fast rewind, hi-fi tone. Compact and modern.
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WESTINGHOUSE CLOCK RADIO — A smartly designed radio with large, easy to read dial. "Wake to music" switch and front mounted Alnico speaker.
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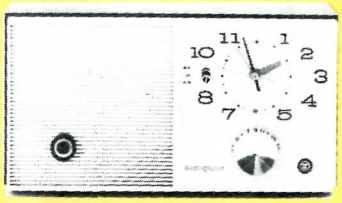

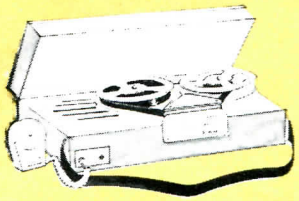

All Transistor TAPE RECORDER
with full 90-day warranty
Includes earphone, mike and battery. Chrome finished and in handy carrying case.
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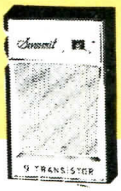
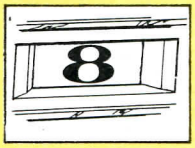
9 TRANSISTOR RADIO complete wtih earphone, case and battery. Fine reception — plays where others fail.
SAGE PRICE **10.89**

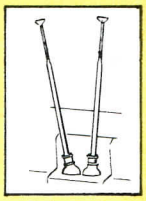


19-Inch PHILCO "TOWN & COUNTRY"
PORTABLE TV



Soft-glo channel window

Top-end tuning


Telescoping diapole antenna

There's never been a portable like it. Years ahead in style and way out in front in features and performance. Black level circuitry for better contrast. Five safe guard circuits. Ladder grid tuner for stronger signal pickup.

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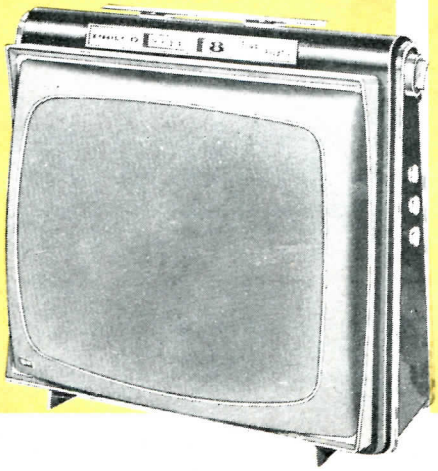

Travel back to school in style...

ROYAL TRAVELLER LUGGAGE

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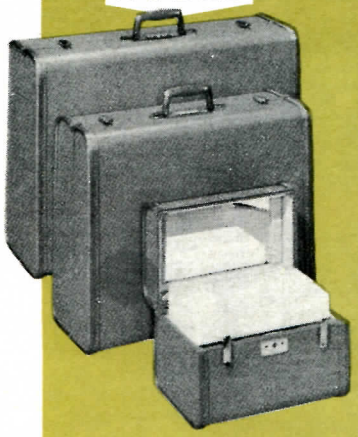

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Men's Companion Case	16.95	**14.54**
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